

Bavaria Beer “Drop”

Posted by [Justin Cone](#)

Amsterdam-based agency [Selmore](#) selected Matthijs van Heijningen ([Bonkers](#)) to direct this epic tale of a water drop’s lifelong mission to join his brethren as a pint of Bavaria Beer. While the denouement is chuckle-worthy and nicely paced, the real replay value comes from the lush CG work from [Eight VFX](#). Each scene is fully realized and full of nearly tangible depth.

As an aside: the concept reminds me of a bit of a photo-realistic retelling of the oft-admired [Guinness “Dot” spot](#) from Psyop and agency IIBBDO Dublin.

Credits

Agency: Selmore

Art Director: Jarr Geerligs

Copywriter: Kim Triesscheijn

Account: Olivier Koning, Floor Schroeiers

Client: Marco van Bilsen, Frenkel Denie, Peer Swinkels, Mathieu Veldhuijzen

VFX: [Eight VFX](#)

VFX EP: Baptiste Andrieux

VFX Supervisor: Vania Alban-Zapata

AD, Shoot Supervision and Matte Painting: Yann Mallard

Composers: Nicolas Cadorette Vigneau, Jean-Marc Demmer, MC

Animators: Freddy Burgos, Chien-I Kao

CG Artists: Giancarlo Lari, Shuichi Nakamara, Mathias Jourdes, Raphael Protti

Digital Integration: Yannick Leblanc

Roto Artists: Marianne Magne, Joe Chiao

VFX Producer: Marsi Frey

Production: Bonkers

Director: Matthijs van Heijningen

Executive Producer: Saskia Kok

Producer: Daan Hofman

Sound: FC Walvisch

Music: Massive Music

Post Production: HecticElectric, MacGyver

Editor: Jono Griffith, Michael Horvers